



CITY OF ROSWELL

PO BOX 1838 ROSWELL, NM 88202-1838

TEL: 575-624-6700

FAX: 575-624-6709

www.roswell-nm.gov

NEWS RELEASE

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Cinco de Mayo festival to bring community together for celebration of culture, music, food, arts and more

Wide variety of activities part of inaugural event planned for May 7-8

Roswell, N.M. — A weekend of fun for the entire family is planned in May when the inaugural Roswell Cinco de Mayo festival brings together culture, music, sporting events, arts, cuisine and vending booths.

The May 7-8 event at Russ DeKay Soccer Complex (1500 N. Grand Ave.) is being organized by the City of Roswell, Roswell Hispano Chamber of Commerce, Roswell Chamber of Commerce and the Roswell/Chaves County Economic Development Corporation. Vendors and corporate sponsors can still apply (see phone number and website below) to be part of what organizers are anticipating could become one of Roswell's newest signature events.

Roswell Cinco de Mayo will kick off Saturday, May 7, at 10 a.m. and last until 10 p.m. The festival continues Sunday, May 8, from 11 a.m. to 6 p.m. Admission to the outdoor festival is free to the public.

The community is invited to the Cinco de Mayo "fiesta" to celebrate and recognize one of Mexico's historical victories. The event will give the Mexican-American

communities of southwest New Mexico the opportunity to celebrate the rich culture, heritage and history of their Mexican ancestors who fought to retain their independence from the French government. Cinco de Mayo is also enjoyed by many others in the region and beyond.

"Cinco de Mayo has become an extremely fun and broadly celebrated holiday for Americans," said Roswell City Manager Steve Polasek. "It's time we brought this festival to Roswell. Across the country, people celebrate the festival with live music, dancing and authentic Mexican food. This makes the holiday a great event to celebrate for every age and nationality."

The festival features live entertainers both days, with internationally recognized Mickey Cruz headlining Saturday with his unique "Cumbegue" sound. It is Latin music combined with traditional cumbia, salsa, and a little reggae and blues into the mix, producing a strong and



danceable beat coupled with melodic hooks and harmonies. Cruz is an award-winning recording artist, singer/songwriter and performer who has numerous top-10 radio hits internationally.

Food vendors will highlight the best of area cuisine. Along with the traditional festival fare of hamburgers, barbeque brisket, spicy chicken wings, corn on the cob and other delights, there will also be food booths specializing in different culinary favorites from the Mexican and Mexican-American cultures.

Vending Row will include a Fine Arts, Antiques and Arts & Crafts sale, a Farmers Market, and Small Business/Corporate Expo. Also included in the line-up is an official Kids Zone that will have everything from local dance and sporting club demonstrations, a Healthy Kids of Chaves County informational booth, children's games, petting zoo, zip line, paintball, inflatables and more.

Sporting events include a flag football tournament and co-ed volleyball tournament. "Friendly and Fun Competitions" will feature a taco- and jalapeno-eating contest plus a Chihuahua race. The Cinco de Mayo event will also encompass the Annual Oldtimer's Balloon Rally, which returns to Roswell for another year with more than 50 balloons expected to be part of the May 6-8 rally that will lift off at and around the Cinco de Mayo celebration. The Alien Speedway will host a Car and Bike Show that will feature everything from classic cars to speed racers.

City of Roswell representatives on the committee for Roswell Cinco de Mayo 2016 are City Manager Steve Polasek, Director of Administrative Services Jonathan Phillips, Parks and Recreation Director Tim Williams, Director of Public Affairs DeAnna Phillips, Marketing Coordinator Caleb Martinez and Recreation Superintendent Laurie Jerge. Also on the committee are Roswell Chamber of Commerce Interim Executive Director Candace Lewis, Hispano Chamber of Commerce Executive Director Romo Villegas and the Roswell/Chaves County Economic Development Corporation's Amanda King.

Organizers of Cinco de Mayo 2016 are looking forward to bringing together all community groups, merchants and individuals for a one-of-a-kind event. A final slate of participants and schedules of activities are still be developed, but for more information currently available – including an initial schedule of musical and other performers, how vendors can participate and how businesses can become corporate sponsors of the event – contact the Roswell Parks and Recreation Department at (575) 624-6720 or visit <https://seeroswell.com/events/roswell-cinco-de-mayo>.

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Media contact: Laurie Jerge, City of Roswell Recreation Superintendent
(575) 624-6718